

**PUBLICITY  
CLERK  
NF-0303-02**

**QUALITY OF LIFE  
BUSINESS OFFICE**

**INTRODUCTION:**

This position is located in the Quality of Life Department, Business Department, Naval Air Station, Lemoore, CA. The purpose of the position is to assist the Marketing and Promotions Coordinator with publicity and promotional events and materials.

**DUTIES AND RESPONSIBILITIES:**

*Prepares publicity and advertising for all of the Quality of Life Department activities and programs. Incumbent prepares, prints, and distributes flyers, newsletters, posters, brochures, etc. to QOL facilities, the barracks, hangers, etc. The incumbent types articles to be printed in the station newspaper, Plan of the Day, and housing newsletter. Incumbent gathers information from activity managers, etc.*

Incumbent operates a sign press, graphic computer system, headliner, and duplicating machines needed for producing promotional materials. Performs minor maintenance and cleaning of machines.

The incumbent assists the QOL Division Directors and Managers in the planning and organizing of special entertainment programs for all the QOL Activities including, but not limited to; outdoor events, tours, special activities in the Recreation and Club areas, FSC special activities, BQ and personnel property events. Incumbent may, during promotional events, be assigned to take photos with a 35mm camera.

**KNOWLEDGE REQUIRED:**

Knowledge of application and function of desktop publishing software. Ability to type at least 40 WPM.

Able to operate various duplication, reproduction and imprinting machines.

Able to speak effectively in the public and before small groups.

Incumbent must have knowledge of basic English grammar, spelling, capitalization and punctuation required to type and review notices and articles. Incumbent must have some artistic ability to prepare media releases quickly and in good taste.

Must have a current class "C" drivers license.

**SUPERVISORY CONTROLS:**

The incumbent receives general instructions from the Marketing and Promotions Coordinator for standard, pre-established or continuing office automation tasks, e.g., priorities, deadlines, or quantity.

The incumbent works independently in carrying out familiar assignments in accordance with previous instructions, standard procedures, and established use of software packages.

The incumbent seeks further guidance when new work is unusual or more detailed and further instructions are needed to complete the assignment.

Completed work is usually checked for compliance with office procedures or instructions, technical accuracy, and appearance.

**GUIDELINES:**

Procedures for doing work have been established and specific guidelines are available for reference purposes as needed. Situations to which the existing guidelines need clarification are referred to the QOL Business Manager.

**COMPLEXITY:**

Assignments consist of a number of different tasks and functions requiring a variety of skills. The incumbent is required to use different types of software and deal with multiple format changes.

**SCOPE AND EFFECT:**

The incumbent performs a variety of tasks. Timelines and accuracy of work accomplished affects the quality of the activity operations and satisfaction of service performed.

**PERSONAL CONTACTS:**

Contacts are with managers and employees of various levels throughout the QOL Department who are involved in or affected by the need of promotional materials.

**PURPOSE OF CONTACTS:**

The purpose of contacts is to obtain information related to promotional materials or events in order to clarify, get facts or information related to the project being worked on.

**PHYSICAL DEMANDS:**

A majority of the work is sedentary. No physical demands are required. May be required to drive to other sites on base.

**WORKING ENVIRONMENT:**

Work is usually performed in an office setting. There may be some outdoor exposure during visits to other base facilities.